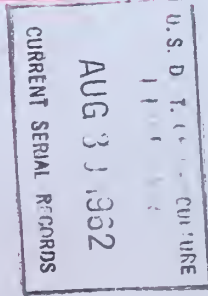


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Agricultural Marketing Service U.S. Department of Agriculture AMS-483 July 1962



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available free of charge from your State distributing agency

Photo Series No. 54 — NONFAT DRY MILK FOR NEEDY FAMILIES

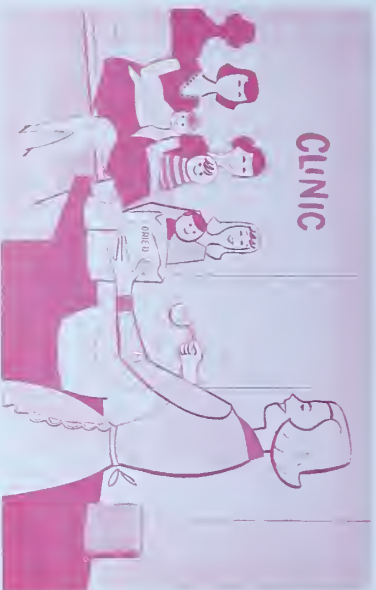
AMS-313 – SUGGESTED DEMONSTRATIONS USING DRIED WHOLE EGG IN FAMILY MEALS
AMS-463 – DEMONSTRATIONS FEATURING DONATED FOODS IN FAMILY MEALS

available for purchase from
Photo Lab Inc., 3825 Georgia Avenue, N.W.
Washington 11, D.C. Lecture notes included.

23 frames: single or double — \$6.00. Mounted slide set — \$7.15

MAIN DISHES IN FAMILY MEALS. Color filmstrip, 22 frames: single or double — \$6.00. Mounted slide set — \$7.10

*educational
aids*



In Baltimore, Maryland, several community organizations have achieved outstanding success in holding demonstration "parties" or "house rallies" in housing projects composed largely of families receiving donated foods. To establish a pleasant social atmosphere, hostesses at the door welcome people and hand out recipe leaflets. Cookies and other foods prepared at the demonstration make excellent door prizes.

In Milwaukee, Wisconsin, the Extension Service put its demonstration on wheels to transport it to several neighborhoods where welfare families live. The Health Department furnished a trailer, which was outfitted with kitchen equipment and seating for 25 or 30 people. When the trailer is slated to visit a neighborhood, advance notices are sent out. Just before the demonstration, volunteer homemakers make personal calls to remind people that the trailer has arrived.

One of the many phases of the Michigan educational program is a series of classes conducted at St. Joseph's Hospital in Pontiac, where many welfare people come to the out-patient clinic. The classes are organized as an experimental project through joint efforts of hospital personnel, county extension and health nutritionists, the local food editor and the Heart Association. Reports so far indicate encouraging results.

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mass media



Gaining the help of press, radio and television has proved to be an effective way of getting the educational message to more people. Judging by a collection of clippings from around the country, food editors are continuously using material supplied them by food distribution agencies, public health and welfare services, extension services and similar National, State, and local agencies. Numerous requests for recipes from individual welfare families indicate that they are reading and listening to what the mass media are saying.

In some areas newspapers have prepared and offered their own special leaflets composed of recipes developed by USDA along with those developed locally. Often the public health nutritionist or local home demonstration agent prepares or helps to prepare food copy for local papers.

In Vermont, a series of eight educational TV programs on donated foods was greeted with a flood of requests for recipes. The first telecast explained the purposes of the food distribution program and stressed the quality and nutritive value of donated foods. The remaining telecasts were devoted to demonstrating the preparation of various dishes made from these foods.



adding audience appeal



To encourage men and women to attend classes and demonstrations voluntarily, imaginative and appealing “gimmicks” have been introduced in many areas.

In a Missouri community, the YWCA, working with the local chamber of commerce, provided some social and entertainment highlights. A special event called “Food-A-Rama” fostered an exchange of ideas and recipes by having the women who attended help prepare many of the dishes made of donated foods. A short skit on low-cost nutrition was both amusing and informative. Response to “Food-A-Rama” was enthusiastic and attendance was excellent, Missouri reports.

In Cleveland, Ohio, part of the teaching program was a month-long baking project co-sponsored by the Cleveland Division of Health and the East End Neighborhood Extension Program. The project concluded with a contest and luncheon at which awards were given for prize-winning breads and coffee cakes. An important advantage of this special baking event is that USDA-donated foods include practically all the necessary ingredients for delicious home-baked products.

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Logically, it pays to locate food demonstrations where the prospective audience is most likely to be—the food distribution center, housing projects, or other community centers frequented by people receiving donated foods.

Many states have conducted successful demonstrations right in the distribution centers. Or if this is impossible, here’s a switch—one Kentucky county periodically moves the distribution center to a cooperating school where demonstrations can be held in the school lunch kitchen.

strategic location



High school home economics classrooms are also good places to teach the use of the foods being donated to needy families and the principles of low-cost food planning. High school girls often help their mothers by doing a good share of the cooking at home and can be effective in improving family food habits. In West Virginia, the State Department of Education and the Nutrition Division of the State Health Department offered special training for vocational home economics teachers in areas of chronic unemployment by conducting a workshop on “Teaching the Use of Basic Low-Cost Foods.” These teachers organized classes for adults and reported good attendance at the sessions, usually conducted in a series of five to eight meetings. Teachers also gave demonstrations and distributed recipes during home visits.

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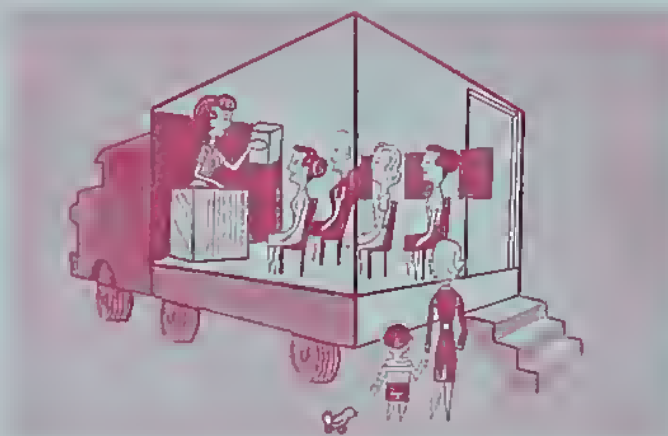
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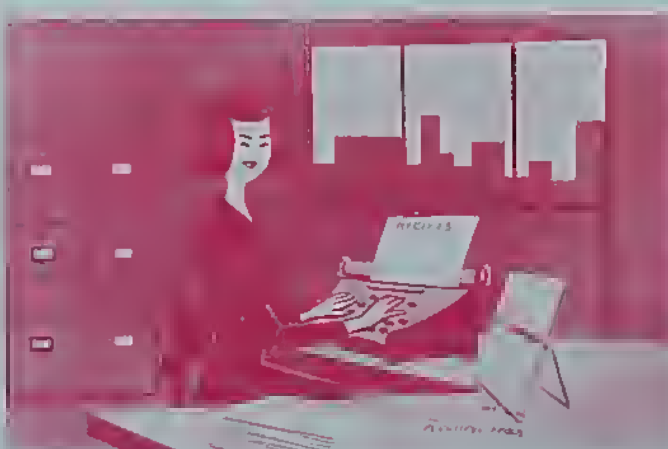
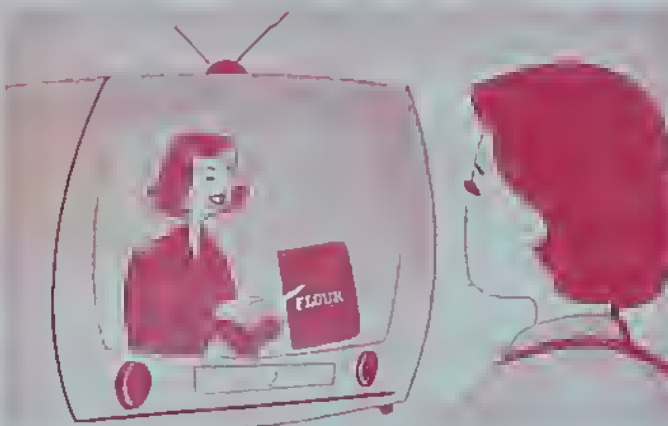
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strategic
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The first Executive



Order issued by President Kennedy called for more food for more people from our agricultural abundance. Recognizing the development of a positive food and nutrition program for all Americans as one of the most important and urgent problems confronting this nation today, the President's order brought about an immediate expansion of the food distribution program for needy families.

This expansion and the addition of new foods raised the nutritional level of the diets of needy persons, and highlighted the need for an accelerated educational program. Federal, State and local organizations mobilized their combined talents, personnel, and facilities to do the job.

State Distributing Agencies took the lead. Many added a new dimension to their existing educational activities—the use of demonstrations to show people how to improve their diets while making good use of the donated foods.

They also stepped up their duplication and distribution of recipes developed by the U.S. Department of Agriculture. Valuable assistance in expanding educational efforts came from home economists in the Cooperative Extension Services and utility companies, public health nutritionists, and departments of social welfare and education. Food editors of local newspapers and radio and television stations cooperated by publicizing recipes and menus that make good use of donated foods.

This leaflet summarizes some of the educational activities that have been successful in different parts of the country.



Teaching more people to teach has been producing good results nationwide. In New York, Georgia, and Kentucky, for example, State leaders recruited school lunch managers, hospital dietitians, nutritionists and other home economists, as well as nurses, to give demonstrations. Teaching help also came from outstanding homemakers in the community, restaurant managers, utility companies, church and civic groups, and local school systems. Kentucky reports especially remarkable success with this approach. Many of the counties reached better than 95 percent of the recipients with their demonstrations.

In some areas it's necessary to recruit people who can adapt their teaching to different languages and cultures. For instance, with the influx of Cuban refugees into Florida, a Spanish-speaking home economist from a local utility company, and a Spanish recipe booklet proved very successful in helping Cuban women master strange new foods while struggling with an equally strange language.

Arizona's plan was the same in principle but called for a different type of action. Classes held on an Indian reservation found tribal members participating in the meetings to help "break the ice." The demonstrations were held in the tribal feast house, where there are earthen fireplaces similar to those used by the Indian women in their own homes.

getting
everybody
into
the act

